STUDY GOAL AND OBJECTIVES
This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES
◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
◆ To complement the organizations’ internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
◆ To help company to succeed in a competitive market, and

METHODOLOGY
Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES
The primary information sources include the China Electronic Component Association, National Bureau of Statistics of China and China Customs etc.
Abstract

Electronic transformer and inductor are two major electromagnetic elements. And the major function of the former is to convert AC power into AC voltage and current, while the major function of the latter is to covert electric energy into magnetic energy and then to store the magnetic energy. The two have common places when it comes to the product structure, being largely applied in fields like computer, UPS, automotive electronics, consumer electronics, new energy and network communication.

In the world, major enterprises specializing in the production of magnetic elements like electronic transformer and inductor include Japan-based TDK, Taiyo Yuden, Murata, America-based Pulse, Germany-based EPCOS, Israel-based Payton and Taiwan-based Delta Electronics, all of which take a leading position in mid-and high-end electronic transformer and inductor market.

With increasing demand and the transfer of production bases of global manufacturers, Chinese mainland has become one of the major electronic transformer and inductor producers in the world, with the respective output of electronic transformers and inductors in 2011 grossing 12.784 billion units and 53.783 billion units. The estimation shows that the output and sales volume of electronic transformers in mainland China will grow by around 10% on average during 2012-2015, while that of the inductors, the demand for which is driven by the demand for smartphone, will grow by around 12% on average in the upcoming years.

Leading domestic manufacturers include Guangdong Fenghua Advanced Technology (Holding), Shenzhen Sunlord Electronics, Shenzhen Click technology, Shenzhen Microgate Technology, Datronix Holdings Limited, etc.
**Major Electronic Transformer and Inductor Manufactures in China**

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Major Product</th>
<th>Revenue in 2011 (RMB mln)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guangdong Fenghua Advanced Technology (Holding)</td>
<td>Inductor, filter, transformer and other magnetic elements</td>
<td>2,082</td>
</tr>
<tr>
<td>DongGuan DaZhong Electronic</td>
<td>Electronic transformer, inductor, etc.</td>
<td>701</td>
</tr>
<tr>
<td>Shenzhen Jingguanhua Electronics</td>
<td>Power transformer, power-supply filter, inductor, etc.</td>
<td>697</td>
</tr>
<tr>
<td>Shenzhen Click Technology</td>
<td>Electronic transformer, inductor, switching power supply, etc</td>
<td>638</td>
</tr>
<tr>
<td>Shenzhen Sunlord Electronics</td>
<td>Inductor, transformer and other electronic components</td>
<td>550</td>
</tr>
<tr>
<td>Shenzhen Highlight Electronic</td>
<td>Electronic transformer, inductance coil</td>
<td>410</td>
</tr>
<tr>
<td>Shenzhen Meikai Electronics Stock</td>
<td>Switching mode power supply transformer, inductor, etc.</td>
<td>252</td>
</tr>
<tr>
<td>Datronix Holdings Limited</td>
<td>Electronic transformer, filter, other magnetic elements</td>
<td>263 (HKD mln)</td>
</tr>
<tr>
<td>Shenzhen FuZhenhua Electronics</td>
<td>Inductor, capacitor, etc.</td>
<td>154</td>
</tr>
<tr>
<td>Shenzhen Microgate Technology</td>
<td>Chip inductor, filter, resistor, etc.</td>
<td>131</td>
</tr>
</tbody>
</table>

Source: ResearchInChina <China Electronic Transformer and Inductor Industry Report, 2012>

Shenzhen Sunlord Electronics is China’s largest inductor manufacturer, specializing in the production of chip electronic components, with the proportion of chip inductor accounting for around 90%. The inductors made by the company are largely applied in smartphones, which contribute roughly 50% revenue. Shenzhen Sunlord Electronics is a major high-frequency inductor supplier of domestic mobile phone producers including Lenovo, ZTE, Huawei and Coolpad.

As an electronic transformer producer, Shenzhen Click Technology has strong competitive production capability. With more than one hundred magnetic element production lines and dozens of power supply products manufacturing and production lines, the company has realized the capacity of more than 150 million magnetic devices and 8 million power supply products. Switching mode power supply transformer, the hit product of the company, accounts for more than 30% of the company’s total sales, while inductor accounts for over 20%.
The Report highlights:

- Related policies and technologies of China’s electronic transformer and inductor industry;
- Output & sales volume, market structure, import & export, market competition, development outlook of electronic transformer and inductor in China;
- Supply and price fluctuation in upstream raw material market; development and prospect of downstream demand market;
- Prediction of output & sales volume of electronic transformers and inductors and development outlook of downstream market based on current status of market development;
- Major products, financial status, product development, strategic adjustment, business performance of leading foreign and domestic manufacturers.
1. Product Overview
   1.1 Definition
   1.2 Classification
   1.3 Industry Policy
   1.4 Technology Status
      1.4.1 Electronic Transformer
      1.4.2 Inductor

2. Electronic Transformer Market
   2.1 Output and Sales Volume
   2.2 Market Structure
   2.3 Import and Export
   2.4 Competition
   2.5 Profit Level
   2.6 Development Prospect

3. Inductor Market
   3.1 Output and Sales Volume
   3.2 Market Structure
   3.3 Import and Export
   3.4 Competition

4. Industry Chain
   4.1 Upstream Raw Material
      4.1.1 Magnetic Material
      4.1.2 Enamelled Wire
      4.1.3 Silver Paste
   4.2 Downstream Demand

5. Foreign and Taiwan-funded Enterprises
   5.1 TDK
      5.1.1 Profile
      5.1.2 Operation
      5.1.3 Production Base in China
      5.1.4 TDK-EPC
   5.2 Murata
      5.2.1 Profile
      5.2.2 Operation
      5.2.3 Operation in China
   5.3 Delta
      5.3.1 Profile
      5.3.2 Operation
      5.3.3 Subsidiary in Mainland China
   5.4 Taiyo Yuden
   5.5 Tamura
   5.6 Sumida
   5.7 TOKO
   5.8 Payton

6. China’s Domestic Enterprises
   6.1 Guangdong Fenghua Advanced Technology (Holding) Co., Ltd.
      6.1.1 Profile
      6.1.2 Revenue and Gross Margin
      6.1.3 Revenue and Gross Margin of Main Products
   6.2 Shenzhen Click technology Co., Ltd.
      6.2.1 Profile
      6.2.2 Operation
      6.2.3 Capacity and Output
      6.2.4 Sales of Major Products
   6.3 Shenzhen Sunlord Electronics Co., Ltd.
      6.3.1 Profile
      6.3.2 Revenue and Gross Margin
      6.3.3 Inductor Business
      6.3.4 Performance Prediction
   6.4 Datronix Holdings Limited
      6.4.1 Profile
      6.4.2 Operation
      6.4.3 Acquisition of Transformer Assets
   6.5 Shenzhen Microgate Technology Co., Ltd.
   6.6 DongGuan DaZhong Electronic Co., Ltd.
   6.7 Shenzhen Jingquanhua Electronics Co., Ltd.
   6.8 Shenzhen Highlight Electronic Co., Ltd.
   6.9 Shenzhen Meikai Electronics Stock Co., Ltd.
   6.10 Shenzhen FuZhenhua Electronics Co., Ltd.
• Classification of Electronic Transformer
• Classification and Development Tendency of Inductor
• Features of Chip Inductor
• Output and Sales Volume of Electronic Transformer in China, 2008-2015E
• Sales Volume of Various Electronic Transformers in China, 2008-2011
• Sales Volume Structure of Electronic Transformers in China, 2008-2011
• Import & Export of Electronic Transformer in China, 2008-2012
• China’s Top 10 Electronic Transformer Import Sources, 2011
• China’s Top 10 Electronic Transformer Export Destinations, 2011
• Major Electronic Transformer Producers Worldwide
• Major Electronic Transformer Producers of China
• Average Gross Margin of Above-Scale Electronic Transformer and Inductor Producers in China, 2003-2012
• Gross Margin of Major Magnetic Element Enterprises Worldwide, 2009-2011
• Inductor Output and Sales Volume in China, 2008-2015E
• Sales Volume of Various Inductors in China, 2008-2011
• Sales Volume Structure of Inductors in China, 2008-2011
• Import and Export of Inductor of China, 2008-2012
• China’s Top 10 Inductor Import Sources, 2011
• China’s Top 10 Inductor Export Destinations, 2011
• Global Top 10 Chip Inductor Producers by Capacity, 2010
• Electronic Transformer and Inductor Industry Chain
• Leading Magnetic Materials Producers Worldwide
• Prices of Made-in-China Enamelled Wire (QZ0.1-3.0MM), 2007-2012
• Cost Structure of Multilayer Chip Inductors (MLCI)
• Spot Price of Silver in London, 2006-2012
• Demand for Electronic Transformers
• Demand for Inductors
• Computer Output in China, 2005-2015
• Auto Output in China, 2005-2015
• Automotive Electronics Market Size in China, 2005-2015
• Global Mobile Phone Shipment, 2006-2015
• Net Sales and Gross Margin of TDK, FY2002-FY2012
• Net Sales of TDK by Region, FY2002-FY2012
• Net Sales Structure of TDK by Business Division, FY2002-FY2012
• China-Based Production Bases of TDK
• Revenue, Operating Cost, Export Delivery Value and Workforce of Xiamen TDK, 2004-2009
• Net Sales and Operating Income of Murata, FY2008-FY2012
• Net Sales of Murata by Product, FY2009-FY2012
• Net Sales of Murata by Application, FY2008-FY2012
• Net Sales of Murata by Region, FY2008-FY2012
• Subsidiaries of Murata in Mainland China
• Revenue, Operating Cost, Export Delivery Value and Workforce of Shenzhen Murata, 2007-2009
• Revenue, Operating Cost, Export Delivery Value and Workforce of Wuxi Murata, 2004-2008
• Revenue and Gross Margin of Delta Electronics, 2007-2012
• Revenue Structure of Delta Electronics by Region, 2011
• Sales Structure of Delta Electronics by Business Division, 2011-2012
• Subsidiaries of Delta Electronics in Chinese Mainland
• Revenue, Operating Cost, Export Delivery Value and Workforce of Delta (Dongguan), 2004-2009
• Revenue, Operating Cost, Export Delivery Value and Workforce of Delta (Tianjin), 2004-2008
• Net Sales and Operating Income of Taiyo Yuden, FY2007-FY2011
Total Assets and Net Assets of Taiyo Yuden, FY2007-FY2011
Sales and Operating Income of Taiyo Yuden, FY2012
Net Sales and Operating Income of Taiyo Yuden, FY2013-2015E
Net Sales of Taiyo Yuden by Product, FY2012-FY2015E
Sales Outlets of Taiyo Yuden in China
Production Bases of Taiyo Yuden in China
Revenue, Operating Cost, Export Delivery Value and Workforce of Taiyo Yuden Dongguan, 2004-2009
Revenue, Operating Cost, Export Delivery Value and Workforce of Taiyo Yuden (Guangdong), 2004-2009
Revenue, Operating Cost, Export Delivery Value and Workforce of Taiyo Yuden (Tianjin), 2004-2009
Net Sales and Operating Income of Tamura, FY2007-FY2012
Net Sales Structure of Tamura by Product, FY2011-FY2012
Net Sales Structure of Tamura by Region, FY2011-FY2012
Revenue, Operating Cost, Export Delivery Value and Workforce of Tamura (Huizhou), 2004-2009
Revenue, Operating Cost, Export Delivery Value and Workforce of Tamura (Shenzhen), 2004-2009
Revenue, Operating Cost, Export Delivery Value and Workforce of Tamura Seiko Electronics (Changshu), 2004-2009
Sales and Operating Income of Sumida, 2007-2011
Sales and Gross Margin of Sumida, 2012
Sales Target of Sumida, 2012-2017
Sales Structure of Sumida by Business Division, 2011
Sales Structure of Sumida by Region, 2011
Branches of Sumida in Chinese Mainland
Sales of Sumida in China, 2007-2011
Net Sales and Operating Income of TOKO, FY2006-FY2012
Net Sales of TOKO by Product, FY2011-FY2012
Net Sales of TOKO by Application, FY2011-FY2012
Net Sales of TOKO by Region, FY2011-FY2012
Sales Companies of TOKO in Chinese Mainland
Production Bases of TOKO in Chinese Mainland
Revenue, Operating Cost, Export Delivery Value and Workforce of SHANTOU SEZ HUA JIAN ELECTRONICS, 2004-2009
Revenue, Operating Cost, Export Delivery Value and Workforce of TOKO (Zhuhai), 2004-2008
Revenue and Gross Margin of Guangdong Fenghua Advanced Technology (Holding), 2007-2012
Overseas Revenue of Guangdong Fenghua Advanced Technology (Holding), 2007-2012
Revenue and Net Income of Guangdong Fenghua Advanced Technology (Holding), 2012-2014E
Revenue and Gross Margin of Guangdong Fenghua Advanced Technology (Holding) by Product, 2010-2012
Revenue and Net Income of Shenzhen Click Technology, 2005-2011
Sales of Shenzhen Click Technology by Region, 2009-2012
Capacity of Shenzhen Click Technology by Product, 2009-2012
Number of Production Staff and Their Working Hours of Shenzhen Click Technology, 2009-2012
Output and Sales Volume of Primary Products of Shenzhen Click Technology, 2009-2012
Sales of Major Products of Shenzhen Click Technology, 2009-2012
Application of Major Products of Shenzhen Click Technology, 2009-2012
Selling Prices of Major Products of Shenzhen Click Technology, 2009-2012
Revenue and Gross Margin of Shenzhen Sunlord Electronics, 2007-2012
Export Value of Shenzhen Sunlord Electronics, 2007-2012
Revenue and Net Income of Shenzhen Sunlord Electronics, 2012-2014E
Revenue and Gross Margin of Datronix Holdings Limited, 2007-2011
Revenue Structure of Datronix Holdings Limited by Business Division, 2010-2011
Selected Charts

- Revenue Structure of Datronix Holdings Limited by Region, 2010-2011
- Revenue of Shenzhen Microgate Technology by Product, 2009-2011
- Revenue of Shenzhen Microgate Technology by Region, 2009-2011
- Capacity, Output and Sales Volume of Shenzhen Microgate Technology, 2009-2011
- Fundraising and Investment Projects of Shenzhen Microgate Technology
- Sales of Shenzhen Microgate Technology by Sales Model, 2009-2011
- Top 5 Clients of Shenzhen Microgate Technology, 2009-2011
- Top 5 Direct-Selling Clients of Shenzhen Microgate Technology, 2009-2011
- Top 5 Distributors of Shenzhen Microgate Technology, 2009-2011
- Revenue and Net Income of Shenzhen Microgate Technology, 2012-2014
- Revenue, Operating Cost, Export Delivery Value and Workforce of DongGuan DaZhong Electronic, 2004-2011
- Revenue, Operating Cost, Export Delivery Value and Workforce of Shenzhen Jingquanhua Electronics, 2008-2011
- Revenue, Operating Cost, Export Delivery Value and Workforce of Shenzhen Meikai Electronics Stock, 2004-2011
- Revenue, Operating Cost, Export Delivery Value and Workforce of Shenzhen FuZhenhua Electronics, 2004-2011
You can place your order in the following alternative ways:

1. Order online at [www.researchinchina.com](http://www.researchinchina.com)
2. Fax order sheet to us at fax number: +86 10 82601570
3. Email your order to: [report@researchinchina.com](mailto:report@researchinchina.com)
4. Phone us at +86 10 82600828 / 82601561

<table>
<thead>
<tr>
<th>Party A</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact Person:</td>
<td>Tel</td>
<td></td>
</tr>
<tr>
<td>E-mail:</td>
<td></td>
<td>Fax</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Party B</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Beijing Waterwood Technologies Co., Ltd (ResearchInChina)</td>
<td>Beijing Waterwood Technologies Co., Ltd (ResearchInChina)</td>
</tr>
<tr>
<td>Address:</td>
<td>Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18,</td>
<td>Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18,</td>
</tr>
<tr>
<td></td>
<td>Suzhou Street, Haidian District, Beijing, China 100080</td>
<td>Suzhou Street, Haidian District, Beijing, China 100080</td>
</tr>
<tr>
<td>Contact Person:</td>
<td>Li Chen</td>
<td>Phone:</td>
</tr>
<tr>
<td>Bank details:</td>
<td>Beneficial Name: Beijing Waterwood Technologies Co., Ltd</td>
<td>Beneficial Name: Beijing Waterwood Technologies Co., Ltd</td>
</tr>
<tr>
<td></td>
<td>Bank Name: Bank of Communications, Beijing Branch</td>
<td>Bank Name: Bank of Communications, Beijing Branch</td>
</tr>
<tr>
<td></td>
<td>Bank Address: NO.1 jinxiyuan shijicheng, Landianchang, Haidian</td>
<td>Bank Address: NO.1 jinxiyuan shijicheng, Landianchang, Haidian</td>
</tr>
<tr>
<td></td>
<td>District, Beijing</td>
<td>District, Beijing</td>
</tr>
<tr>
<td></td>
<td>Bank Account No #: 110060668012015061217</td>
<td>Bank Account No #: 110060668012015061217</td>
</tr>
<tr>
<td></td>
<td>Routing No #: 332906</td>
<td>Routing No #: 332906</td>
</tr>
<tr>
<td></td>
<td>Bank SWIFT Code: COMMCSNSHBJG</td>
<td>Bank SWIFT Code: COMMCSNSHBJG</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title</th>
<th>Format</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Choose type of format
PDF (Single user license) ............... 2,300 USD
Hard copy  ................................ 2,400 USD
PDF (Enterprisewide license) .......... 3,500 USD

※ Reports will be dispatched immediately once full payment has been received.
Payment may be made by wire transfer or credit card via PayPal.